HOGAN & HARTSON L.L.P.

500 SOUTH GRAND AVENUE SUITE 1900 LOS ANGELES, CA 90071

Tel.: (213) 337-6700

Fax: (213) 337-6701

IMPORTANT NOTICE

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| | | | | McLEAN, VA MIAMI, FL NEW YORK, NY ROCKVILLE, MD |
|-------------------------------------|---|-------------------------|-----------------|--|
| TO: | U.S. Patent and Trademark Office | | DATE; | M 07 000C |
| | Examiner: Yehdega Retta Art Unit: 3622 | | DAIE; | May 23, 2005 |
| FROM: | Dariush G. Adli | | TIME: | |
| TOTAL | NO. OF PAGES, INCLUDING COV | ER:13 | | |
| MESSAGE: Patent Appl | ication No.: 09/818,125; Our Ref. | | | and anoth adules via the |
| | Transmittal Letter Under 37 C.F.R. § 1.116 | | | |
| are being facsing filing in the abo | miled to the Commissioner for Paten ove-identified application. May 23, 2005 Date of Deposit | Diane Zynn | ndria, VA 223 | 13-1450., for |
| TELEC | OPY/FAX NUMBER:7 | 03-872-9306 ART UNIT | 3622 | |
| ٠ | CLIENT NUMBER: 8 | 1747.0191 | | |
| ATTORNEY | BILLING NUMBER:5 | 214 | | |
| CONFIR | MATION NUMBER:(8 | 571)272-6728 (return fa | x to Diane Zvnn | <u> </u> |

Art Unit:

Examiner:

2626

Mark E. Wallerson

(703) 872-9306;

P.O. Box 1450

May 23, 2005 Date of Deposit

Diane Zynn

Name /iny=

Signature

Commissioner for Patents

Alexandria, VA 22313-1450 on

FORM PTO-1083

Patent Application No. 09/B18,125 Attorney Docket No. 81747.0191

I hereby certify that this correspondence is being transmitted via facsimile to

<u>05/23/0</u>5

Date

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Masahiro MINOWA

Serial No:

09/818,125

Confirmation No.:

8629

Filed:

March 26, 2001

For:

METHOD, COMPUTER PRODUCT AND NETWORK SYSTEM FOR RECEIVING AND PLACEMENT

PROCESSING OF ADVERTISING INFORMATION

Mail Stop AF

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an amendment in the above-identified application.

No additional fee is required.

The fee has been calculated as shown below:

| | (Col. 1) CLAIMS REMAINING AFTER AMENDMENT | | (Col. 2) HIGHEST NUME PREVIOUSLY PAII | BER D FOR | (Col. 3) PRESENT EXTRA | LG/SI \$ ENTITY | | D'L DUE |
|---------------------------|---|----------|---|--------------|------------------------------|---|--------------------|------------|
| TOTAL CLAIMS FEE | 23 | <u> </u> | 23 | •] | 0 | LG=\$50 SM=\$25 | \$0 | \$ 0 |
| INDEPENDENT CLAIMS FEE | 3 | - | 3 | *** | 0 | LG=\$200 | \$0 | \$ |
| | OF MULTIPLE DEPENDENT | | | | LARG SMAI | SM=3100 E ENTITY FEE L ENTITY FEE | = \$360 = \$180 | \$ 0 |
| Independent Claims: | (IF ANY) (TOTAL PAGES OF | SPEC | AND DRAWINGS TOGE | THER) | F250 FOR EACH A SHEETS | DDITIONAL 50 | | \$ 0 |
| | is less than the entry in Col. 2 | | | | | | TOTAL | \$ ٥ |

If the entry in Col. 1 is less than the entry in Col. 2, write "o" in Col. 3.

If the "Highest Number Previously Paid For" in THIS SPACE is less than 20, write "20" in this space.

If the "Highest Number Previously Paid For" in THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

| !_ | sheet is enclosed. | for the additional claim fees to Deposit Account No. 50-1314. | A copy of this |
|-----------|--------------------|---|----------------|
| | | | |

Please charge the fee of \$_ for the ____ extension of time to Deposit Account No. 50-1314. A copy of this sheet is enclosed.

The Commissioner is hereby authorized to charge any deficiencies of fees associated with this \boxtimes communication or credit any overpayment to Deposit Account No. 50-1314. A copy of this sheet is enclosed,

By:

X X Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims

Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted.

HOGAN & HARTSON L

-Dariush G. Adli Registration No. 51,386 Attorney for Applicant(s)

Los Angeles, California 90071 Telephone: 213 337-6700 Facsimile: 213 337-6701

500 South Grand Avenue, Suite 1900

Date: May 23, 2005

Biltmore Tower

May-23-05

Appl. No. 09/818,125 Amdt. Dated May 23, 2005 Reply to Office Action of March 22, 2005

Attorney Docket No. 81747.0191 Customer No. 26021

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> > MAY 2 3 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Masahiro MINOWA

Serial No.: 09/818,125 Confirmation No.: 8629

Filed:

March 26, 2001

For:

METHOD, COMPUTER PRODUCT AND NETWORK SYSTEM FOR

RECEIVING AND PLACEMENT PROCESSING OF ADVERTISING

INFORMATION

AMENDMENT UNDER 37 C.F.R. § 1.116

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action dated March 22, 2005, please amend the above-referenced application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

Art Unit: 3622

Examiner: Yehdega Retta

I heraby certify that this correspondence is being transmitted via facsimile to (703) 872-9306 Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 May 23, 2005 Date of Deposit Diane Zynn Name